

Media Release

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Campaign boost for mums, business, community

Local businesses and the community have joined with Shepparton Show Me and Greater Shepparton City Council to develop a commercial Mother's Day campaign that will benefit business right across the region, according to a leading Shepparton business owner.

John Montagner, Director of Solar City Office Equipment, and a member of the Shepparton Show Me committee, says that it is not only businesses in the hospitality sector which will benefit from the *Celebrate Mums* Mother's Day campaign.

"The campaign, featuring the Mum Knows Best Chefs Cook off, has been marketed extensively within Greater Shepparton and beyond as far as Albury, Bendigo, Deniliquin and Seymour," Mr Montagner said. "Visitors to our CBD will enjoy a morning of fun and activities, and will then have the opportunity to browse through stores, enjoy our entertainment and recreational opportunities, and experience Greater Shepparton's diverse and multicultural character."

The diversity of the community is reflected in the various types of cuisines available to visitors around Shepparton including Turkish, Thai, and Indian restaurants. Many of these will benefit from the *Celebrate Mums* campaign, through a suggested mother's day menu featuring local businesses which has been distributed through local newspapers.

"We have a diverse community of different people who love to try different foods," said Lebe Luzuriaga, Chef from the Lemon Tree, who will be participating in the cook-off.

"Hospitality will be a big winner from the campaign, but it will have a significant multiplier effect across the CBD and beyond," said Bill Dowling from Complete Display Equipment. "People will use the opportunity to buy their Mum a Mother's Day gift and to explore our other attractions, and best of all, they will take away with them an impression of a vibrant and fun place to shop."

"The impressive aspect of this campaign is that Council, business and the community have all worked together," said Greater Shepparton City Cr Michael Polan, Chair of the Shepparton Show Me committee. "Building our local economy is not the sole responsibility of business or of Council, it is something we all need to work together to achieve, and it is something that has benefits for all of us."

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